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GENERAL NEWSPAPER AD- VERTISING AGENTS.

SECOND ANNUAL CONVENTION.

The second annual meeting of the Association of General Newspaper Advertising Agents was held at the Astor House, New York, on Thursday, April 18th.

Mr. E. N. Erickson, of New York, was re-elected President. The following are the Executive Committee for the ensuing year: E. N. Erickson, George P. Rowell, of New York; Horace Dodd and U. K. Pettingill, of Boston; D. M. Lord and Charles H. Fuller, of Chicago, and C. L. Doughty, of S. H. Parvins Sons, Cincinnati.

The treasurer's report showed the association to be on a sound financial basis. For the past year the income was \$900; expenses, \$61.18. Balance on hand, \$838.82.

The following resolutions were adopted:

WHEREAS, while the newspapers issued in the United States and Canada number more than seventeen thousand, those with whom the bulk of the advertising, placed by the General Advertising Agencies, is inserted, does not exceed one-tenth of the whole; and

WHEREAS, it is advisable to inaugurate some systematic effort to advance the interest of those papers which best serve the advertiser and protect the agent; it is hereby

Resolved, that the Secretary be instructed to obtain from the members of this association a list or catalogue of the papers with which they principally deal, and to compile from them a list which shall represent the opinion of the majority of the members of this association as to which actually are the most desirable papers in which to place the patronage of an advertiser who wishes to appeal to the people of a State, or section or a class without using all papers. The selection should include all the best papers, without regard to the question whether they protect the agent in his transactions or not, but the object of the compilation is to further an intention of exhibiting more appreciation than has been possible heretofore toward such first-class publications as

make a practice of protecting the agent in the transaction of his business. The lists so prepared to be brought before a meeting of the Executive Committee for consideration and such action as may seem proper.

Concerning this resolution a member said that although he was not prepared to say that it would ever be advisable to print such a list, he thought that if each member of the association should prepare one, and then all should come together at a meeting called for that purpose, and carefully review the separate lists, paper by paper, the result would be interesting and instructive. It would then be time enough to decide what further use, if any, should be made of the lists. He further suggested that from the various lists sent in, the secretary might compile one which should contain every paper named on any, and indicate in each case, how many agencies had preferred that particular paper. He could then prepare type-written copies, and if each member was furnished with a copy he would certainly find it interesting; and after it had been around the office for three or four months he would be likely to have something to say about some of the papers on that list at a future meeting. For instance, if he found that several members had named a paper which he had not, it would interest him to inquire what condition of affairs had made that paper a general favorite when it had not appeared to him to be specially valuable.

Mr. Dodd, of Boston, said that as he understood it, there was nothing to be done now but to get up the lists; the question as to whether any list should be published or not was for consideration afterwards.

WHEREAS, the American Newspaper Publishers' Association has issued a list comprising "The names of those persons and firms who are recognized as General Advertising Agents, and as such entitled to the agents' commission;" and

WHEREAS, this list has been recommended to our Association by the Executive Commit-

tee of the American Newspaper Publishers' Association "as a basis for membership" in our Association, it being understood that membership in our Association "will be confined to this list"; and

WHEREAS, the Executive Committee of the American Publishers' Association in promulgating its list of General Advertising Agents to the members of that Association has thought best to say that "in recommending the list to our membership, the Committee does not deal in any way with the matter of credit;" and

WHEREAS, it is a fundamental principle in the relation of advertising agent to publisher that the former is to guarantee payment to the latter for all advertising forwarded by the agent, and that the commission allowed is in part in consideration for that guaranty; and

WHEREAS, the American Newspaper Publishers' Association presumably intends to allow to all agents recognized by it a uniform rate of commission; and

WHEREAS, one of the principal objections, from time to time, urged against General Advertising Agents by Newspaper Publishers is the financial irresponsibility of some or many of those who assume to conduct a business and to claim recognition as such General Agents; and

WHEREAS, to allow the same consideration for a guaranty to a person against whom it cannot be enforced, that is allowed to one against whom it can be enforced is a manifest discrimination, placing the last named at a disadvantage in a competition for business; therefore, it is hereby

Resolved, That Mr. E. N. Erickson, President of the Association, be appointed to wait upon the Executive Committee of the American Newspaper Publishers' Association: to present a copy of this preamble and resolution, and to respectfully request that the same may have due consideration: and to obtain, if possible, a statement of the conclusions arrived at by that body, for presentation at a meeting of the Executive Committee of this Association.

The following letter from Mr. Wm. Kennedy, Secretary of the National Editorial Association, was read:

MARCH 26th, 1889.

MR. E. N. ERICKSON,
Chairman Newspaper Advertising
Agent's Association.

Dear Sir—By direction of Jas. R. Bettis, President of the National Editorial Association, I herewith inclose a copy of preambles and resolutions passed at the last session of the National Editorial Association, held at San Antonio, November 21st to 24th, 1888.

Yours respectfully,

WILLIAM KENNEDY, Recording Secretary.

The resolutions enclosed read as follows:

Mr. W. E. Pabor, of Colorado, as chairman of the Committee on Resolutions, reported as follows:

WHEREAS, that while we concede to the advertising agencies, as brokers, a commission upon business brought to us, their only actual relation to us is as customers, and in no case confidential agents; and

WHEREAS, a misunderstanding of this relation by many publishers is a fruitful source of unpleasantness; and

WHEREAS, the Association of General Advertising Agents, at their late meeting, re-

solved to consider the recommendations of the Editorial Associations with a view of remedying existing evils, if possible; therefore be it

Resolved, That we recommend to the Association of General Newspaper Agencies, as an action likely to promote friendly relations with the publishers, the advisability of placing themselves fairly and unmistakably before the publishers in their true position; and further, be it

Resolved, That it is the sense of this Association that every newspaper should establish a table of rates, and maintain such rates, and that all State and district organizations connected with this association be urged to bring this matter before their respective bodies, and endeavor to secure concurrence of action along this line.

(Signed)

J. G. NEWBILL.
W. E. PABOR.
M. M. MATHEWS.
JOHN A. SLEICHER.
R. M. REAMS.

The meaning of these resolutions was discussed, and a decided difference of opinion concerning the intention of the editorial association was found to exist among the members.

On motion it was resolved that the chairman, Mr. Erickson, be instructed to communicate with Mr. Kennedy, inform him of the difficulty had in dealing with his communication; and ask for further information; also, that the chairman be requested to bring the subject, with such further information as he may obtain, before a meeting of the Executive Committee for further consideration.

The question of special agents, and the disposition on the part of newspapers to cut down the rate of commission allowed to general agents was discussed at some length, and a letter from the Galveston *News*, in which is brought up the question of agents giving advertisers a part of their commission, and another from the Kansas City *Journal* on the same subject were also considered, but no action was taken.

A list of the advertising agents recommended by the American Newspaper Publishers' Association, containing forty-one names, was brought before the meeting. The names of firms which had been pronounced eligible for membership in the Association of General Newspaper Advertising Agents were printed in italic. The convention was asked to consider (1st) whether there were any of the names printed in italic which could not be approved as eligible for membership in the association, and (2nd) whether there were any names not so designated which it would be proper to declare eligible.

The names of Messrs. Frank, Kiernan & Co., also that of Mr. Heman Burr, were discussed but no action was taken.

In regard to Messrs. Louis Lloyd & Co., of Chicago, it was stated that the mercantile agency reports speak well of them: and

On motion, it was resolved that Messrs. Louis Lloyd & Co. be considered eligible to membership in the association.

Mr. George A. Foxcroft, of Boston, was spoken of as an honorable man doing a good business, and

Messrs. Dodd and Pettingill, of Boston, were appointed a committee to investigate his character and standing and report to the Executive Committee, with a recommendation either for or against his being endorsed by the association as eligible for membership.

It was moved that the association authorize the publication of 500 copies of the slip, containing a list of general newspaper advertising agents as amended, and that a few copies be furnished to every agency named on the list as eligible for membership in this association, and that the slip bear the statement that its publication was authorized by this association and the suggestion that it be made use of in replying to communications from publishers who wish to know whether certain persons are or are not general advertising agents and entitled to be so considered.

The question was asked if in printing and distributing this list it might not be inferred that all the names in italic were members of this association. To this it was answered that there was nothing in the article under consideration which stated anything of that sort.

An order to print and distribute the slips as proposed was thereupon passed.

In answer to a letter of inquiry from the *Auburn Daily Advertiser* it was resolved that a copy of the list of agents as approved, be sent to that paper when printed.

A letter from Mr. Lord, addressed to the president, dated Chicago, April 16, 1889, was read, proposing that the time of the annual meeting be changed to correspond with the annual meeting of the American Newspaper Publishers' Association, with a view to closer connection with them, to facilitate conferences, and enable both associations

to work together for the advancement of mutual interests.

On this subject, the chairman stated that the constitution provides that the annual meeting of the association shall be held in New York, on the third Thursday of April of each year, and the constitution can only be amended by a two-thirds vote of the members present at any meeting, provided that notice of the proposed amendment shall have been mailed to each member sixty days prior to voting thereon, consequently no action can now be taken.

The following is the list of agencies adopted, together with the explanatory matter ordered to be printed with it:

GENERAL NEWSPAPER ADVERTISING AGENTS IN GOOD STANDING.

The executive committee of the American Newspaper Publishers' Association has promulgated a complete list of the general advertising agencies in good standing. Before issuing it nearly a year was devoted to a consideration of the merits of the various persons who claimed to be entitled to a place upon the list. Every member of the association was applied to for the names of all agents recognized or known. A dragnet was put out, which gathered up all who *claimed* to be advertising agents. Afterwards the merits of each were separately considered, and those whose claims for recognition as general agents did not appear to be well founded, were erased, one by one, until but forty-one names remained. The list is appended hereto.

At the suggestion of the American Newspaper Publishers' Association in the early part of 1888, there was formed an association of general newspaper advertising agents, and this association has also issued a list of the agencies which are entitled to membership. The agents' list is made up from the publishers' list, but contains less than one-half as many names. The explanation of this is found in the different tests applied. The executive committee of the publishers' association announces that in deciding whether a name should have a place on their list, it only required that the candidate should *have an office, and be in good standing*. The general agents went further and required that the agent recognized as eligible for membership in their association should be *financially responsible and have facilities for doing a general business*,

i. e., a business not only with the papers of a class, a city or a section of country, but with the papers of the whole country.

All the names which here follow are recognized by the publishers' association. Only those whose names are printed in italics have the recognition of the agents' association.

GENERAL ADVERTISING AGENTS.

NEW YORK.

E. N. Erickson, Temple Court.
Geo. P. Rowell & Co., 10 Spruce street.
J. H. Bates & Co., Potter Building.
J. Walter Thompson, Potter Building.
W. W. Sharpe & Co., 21 Park Row.
Dauchy & Co., 27 Park Place.
Chas. Meyen & Co., 154 Nassau street.
Arthur A. Anderson, 21 Park Row.
Frank, Kiernan & Co., 152 Broadway.
M. Heimerdinger, 41 Park Row.
Tobias Brothers, 3 Chambers street.
Wm. Young, 21 Park Row.
Fred W. Nostrand, 50 Tribune Building.
Heman Burr, 3 Park Row.
John Lane, Tribune Building.
M. Volkman, Morse Building.
P. B. Bromfield, 21 Park Row.
Brown & Pulverman, 1,238 Broadway.
Geo. W. Place, 52 Broadway.

PHILADELPHIA, PA.

N. W. Ayer & Son, 302 Chestnut street.
Pratt & Co., 54 North Ninth street.

CHICAGO, ILL.

Lord & Thomas, 45 Randolph street.
Charles H. Fuller.
Louis Lloyd & Co.
Morton & Bloom, 69 Dearborn street.

BOSTON, MASS.

Horace Dodd, 265 Washington street.
Pettingill & Co., 10 State street.
S. R. Niles, 256 Washington street.
T. C. Evans, 204 Washington street.
Boston Bureau of Advertising, Geo. A. Foxcroft, Manager, 36 Bromfield street.
T. H. Cahill, 34 School street.

CINCINNATI, O.

S. H. Parvin's Sons, 175 Vine street.

ST. LOUIS, MO.

Nelson Chesman & Co., 922 Locust street.

DETROIT, MICH.

Savage & Farnum.
J. C. Hough.

CLEVELAND, O.

W. N. Gates & Co., 10 Pine street.
W. H. Whittaker, 33 Atwater street.

PROVIDENCE, R. I.

W. J. Danielson.
C. J. Wheeler.

PITTSBURGH, PA.

Remington Brothers.

TORONTO, ONT.

Mail Advertising Agency.

To recognize as his agent any and every man whom he may wish to so recognize is every publishers' privilege; but most would be willing to confine recognition to such agents as have earned some established claim to be so

recognized. In times past publishers have found a difficulty about deciding who are and who are not general newspaper advertising agents. This difficulty has now practically been done away with.

Here is a list which the best agents say includes all the names entitled to be considered general agents, and a larger list which an association of publishers has declared to contain the names of all in good standing who pretend to conduct advertising agencies and have offices devoted to the business. Some publishers find both lists too large, and recognize no more than five or six agents in all.

The established general agents claim that no publisher who cares to deserve their goodwill should add a name to the list of those to whom he will allow the general agent's commission, until he knows so much about the new applicant for recognition as to make it reasonably certain that he has a good claim, and that such recognition will tend to *improve rather than injure* the business of advertising.

The M. H. Lovell Manufacturing Company, of Chicago, have a very happy way of calling attention to their newspaper advertisements. When the paper in which the advertisement is printed reaches the subscriber he is surprised to find upon it, as though written with a soft lead-pencil or a piece of charcoal, the following advice: "We ought to try this." This legend is surrounded by a circle, made free-hand by the writer. The imitation is so good that one would be impressed with the idea that his partner or some one interested in his business had marked the paper for his special attention. Instead of that, it is all in the printing of the original advertisement. How this is accomplished we will briefly explain for the benefit of any one who would like to try similar methods. The advertisement is set up in the usual way and a very clear impression is taken. On this is written what we have above described, and then the sheet becomes the copy for a photo-engraving. A plate produced in this way costs a comparatively small amount, and it is put into the paper in place of the type matter already referred to. Then the impressions printed from it are *fac-similes* of the special sheet prepared as above described.—*The Office.*

PLATE MATTER FOR NEWS-PAPERS.

The New York *Sun* not long ago contained a complimentary notice of a newspaper published on the Isthmus of Panama. Its digest of the news of the United States was remarkably accurate, said the *Sun*. Undoubtedly the man who wrote that paragraph would have been surprised to learn that the matter to which he referred had been prepared by New York journalists, set up by New York printers, stereotyped within rifle-shot of the *Sun* office, and shipped in plates to the Panama paper, which put it on the press a very short time after the arrival of the steamer which brought it. Such is the fact, however. The "plate" business, as it is called, has grown out to the Isthmus, and even to the Sandwich Islands. It is a young industry to have spread so far.

The earliest manufacturer of stereotype matter for newspapers was the Chicago Stereotype Works, which began business in 1878. This company furnished serial stories, taking them principally from the works of old English authors. Its plan of sale was peculiar. It had a list of customers who received the stories in turn, each passing the plates on to the next, till they finally found their way back to the company's office, where they were melted and recast to carry another story round the circle.

In those early days the plates were made "type high," that is, they were in such form as would be a column of type were the bodies of the letters and spaces that compose it made into a solid mass. Such plates were bulky and could not be sawn into lengths to suit the "make-up," as can the thin plates resting on a base which are used nowadays. To overcome this difficulty the Chicago Stereotype Works did some of the necessary sawing in its own office, and furnished a part of each story in small pieces so that the lengths of various columns could be fitted. As they went the rounds some of these little bits would be lost; and the papers that printed the stories last were obliged to supply the deficiencies with lines of stars or type set up at random. This sometimes interfered with the continuity of events to such an extent that it was impossible to tell whether the villain alone had been sacrificed to literary justice, or hero, heroine and all had gone down in promiscuous ruin.

The company went on successfully, however, and developed better methods in the course of time. A news summary was added to its original feature, and the plates were sold as far east as New York State. Almost simultaneously with the Chicago Stereotype Works a small company began business with an office in an interior town in New York, but it was not successful.

The A. N. Kellogg Newspaper Company came into the field somewhat later. It now has offices in Chicago, New York, Cleveland, St. Louis, Memphis, Kansas City and St. Paul, and has business dealings with a vast number of papers. Its attention is not confined to plates, but fully half its business is in "patent insides." That industry consists simply in printing half a newspaper and selling as many hundred sheets as the local editor can dispose of after he has printed the news of his town upon the other side.

The International Press was started in Chicago in 1886, and is still running. The Mail Plate Company, of Cleveland, was organized about the same time. It now furnishes plates in German only. The Central Press of Columbus, O., and the Continental Press, of New York, were established last year.

The American Press Association, organized in Chicago, in 1882, was the first to send out news matter in plates. Its first efforts were in this direction; and, later, miscellany and serial stories were added. In 1884 the American Press opened an office in New York. It had already one in Cincinnati. It has also offices in Boston, Buffalo, St. Paul, Omaha, Atlanta, Dallas, Philadelphia and Pittsburgh. The last two were opened in March of this year. The American Press had a hard fight for telegraph matter in its youth. Neither of the news associations would furnish it, and so the plate men were obliged to depend upon the early editions of the morning papers. These they fell upon, backed them up, made out a page, stereotyped it, sawed it up, and had the plates on their way to the afternoon papers before daylight. Now the United Press wires run to all offices but that in Dallas, and afternoon news in plates for morning papers and night news for evening papers is sent out from each of the centers.

The total number of papers using plate matter is about 7,500. The largest of the companies furnishes plates to 5,000 papers, but this does not mean

that the others have but 2,500 among them, for some papers take matter from several plate houses.

The price of this matter is next to nothing; it is about equal to the value of the metal in the plates. Of course these have to be returned after they are used. The most common method of plate houses is to set up a page of matter, take a proof of it, and offer it for sale. Suppose the page has six columns, twenty inches long, the price of it will be between \$1.20 and \$2—a cent to a cent and two-thirds an inch.

The work of good writers well illustrated has been sold at these figures. This doesn't mean foreign writers, whose labors are gratuitous in such cases, owing to the lack of international copyright, but journalists and "magazine men" on this side of the water. Among the men whose work has been sawed up into "plate" are Bret Harte, Frank Stockton, Robert J. Burdette, the late Philip Welch, Moses P. Handy, E. J. Edwards, Prentiss Mulford, Frank G. Carpenter, the Washington and Oriental correspondent and famous inquirer into the "home life" of everybody from the Emperor of China to a Western Congressman, and Walter Wellman, also a Washington correspondent and noted interviewer.

The Kellogg Company and the American Press Association have quite a line of correspondence, and frequently send men on special missions, such as the investigation of affairs in Manitoba, the Isthmian Canals, etc. Joaquin Miller traveled from New York to San Francisco as a correspondent for one of these houses.

There is a tendency toward the using of copy-righted stories by American authors in place of pirated productions from abroad. The best plate houses appear to think that success lies in that direction, and after all it will cost very little more, for when a story is sold to a thousand papers its first price is so divided as to melt insensibly into the value of type metal. Arrangements are often made with the publishers of stories whereby a small payment to the author and a somewhat larger one to the publisher secures the use of a story for plate while it is being sold in book form.

For such special matter as they need—Christmas, Valentine's Day, Easter or Fourth of July stories—the plate houses pay well, at least the writers think so, being as a rule newspaper

men of good ability and bad prospects, living precariously on eight dollars a column. On occasions such as those named the plate houses get out special pages, often handsomely illustrated, as such work goes. Such matter is usually shipped to the newspapers several weeks in advance, under a guarantee that it will be held till the proper date.

The plate men have high hopes. Although they have been mocked and reviled, and their offices have been called saw-mills they say that they are all the time gaining the appreciation of a higher grade of newspaper publishers. The little papers are their customers, though many that they are now serving have from 10,000 to 30,000 circulation. These may be the publisher's figures.

The news matter that goes into plate is handled with great dexterity. It is used by some really good papers in New York and in Pennsylvania who have also the Associated Press dispatches. Sometimes quick work is done with it. There is a paper in a Michigan town which receives its news plates by the 4:15 train in the afternoon. The train waits at that station twenty minutes, and when it goes on its way it carries newspapers printed from the plates it brought. Sometimes there is a fragment upside down but it's a "beat" on the other paper just the same.

Plate houses have spent "barrels" of money in perfecting the stereotype processes, and numberless attempts have been made to find a plate that is light enough to go by mail and yet strong enough to stand the work it must do. Many experiments have been made with celluloid and with electrototype shells, but they cost too much. All the best houses now use a thin stereotype plate fitted upon an arched base by means of a groove. This is locked into the form just as if it were so much type.

"Saw me off four inches of that plate," says the editor of the *Wayback Sentinel*, when one of his columns won't justify at press time.

"What about?" asks the rustic foreman.

"I don't care so long as it doesn't touch the yellow dog question," replies the editor.

Then the foreman saws off the plate without reading it, and ninety-nine times in a hundred it is better than the local passionate poetry which the *Sentinel* used to fill up with in the old days.—Howard Fielding, in *Book News*.

A WORD ABOUT COUNTRY WEEKLIES.

A writer in the *Writer* believes that ere long the big city daily will crowd the country weekly to the wall. How so? The constituency of the country weekly consists of country people, living on farms, whose habits are formed by their *habitat*, who do not need and could not read a newspaper every day if served to them daily. More than this, the paper could not be served daily to such a spread-out community, and a "daily" served to-morrow, or the day after to-morrow, would be a paradox in more than words. Again, country people need and appreciate country newspapers, which city people relish not at all. Is the omnipresent daily to have a city and a country edition each issue, and if so, how is the country edition to be sufficiently localized to meet the wants and wishes of the several localities over and among which it is to be distributed, and how is the local news to be collected with sufficient fullness and celerity? Of course, as the percentage of town to country population increases, the field of the city daily will grow in correspondence, but the rural population will also increase absolutely, though not relatively, and will furnish more readers for its own kind of newspaper. Of course, too, the country newspaper must be indeed a newspaper and withal a *country* newspaper, with reasonably good editing, reporting and printing—strong in its distinctive character and not a weak imitation of the weekly edition of the city daily. There are such country weeklies in present existence, and they one and all figure in the preferred list of the advertising directories. No doubt the publishers of some of them expect to part company with their properties one of these days, but they are going to the cities to take possession of the dailies, and have no thought of permitting the dailies to come out to the country and take possession of them. These are the publishers that neither take nor make trouble about advertising rates—who fill the minds of the advertising agent and his patron with serenity, and leave not their pockets wholly void.

Morton, Wright & Co., of 29 Park Row, New York, have charge of the advertising department of *Texas Siftings*.

A SIMPLE fact is that if you have a meritorious article that is not selling, you should create a demand for it or you never will sell it. If dealers are receiving inquiries from their customers for that article, they will not be slow to stock up with it. If the retailer's customers ask for it, the wholesaler will be desirous of satisfying his trade. The only way that such demand can be successfully created is by prudent advertising in good newspapers.—*Commercial Union*.

ELEMENTS OF SUCCESS.

Notwithstanding the enormous fortunes accumulated through the use of printer's ink, large sums of money are annually wasted in ineffectual and unremunerative advertising.

The merits of a really valuable commodity, properly portrayed in the columns of an influential and widely read newspaper like *The Star*, will speedily become generally known and appreciated, while the returns reaped by the advertiser will more than justify the amount expended.

Clearness, attractiveness, brevity and sincerity must characterize any announcement intended to catch the public eye and appeal to public confidence. An advertisement inserted in a London journal a few days ago brought instant and multitudinous replies, accompanied by an almost unlimited supply of bank notes, simply because it touched the chord of nature which makes all mankind akin. Its simple pathos and self-evident truthfulness appealed to every heart.

The advertiser sought for a lost relative, and, giving his name, said: "I am ill and friendless. My last half-crown is expended in paying for this advertisement. Write me at ——" (giving the address). As already stated, nearly every one who read the announcement hastened to relieve the necessities of the sufferer.

Thus it is with a really meritorious commodity or preparation; if its virtues be properly and truthfully set forth in the public press, its success is prompt and certain.

On the other hand, the public is quick and unerring to detect deception and charlatanry; and, accordingly, no amount of "puffery" will force a vile nostrum into public esteem and patronage.—*New York Star*.

IMPROVED BUSINESS METHODS.

The merchant or manufacturer who hopes to do a large and successful business to-day, while adhering to the popular methods of a half century ago, will be disappointed. And so he should. Any individual or firm who is unwilling to keep pace with modern progress, and adjust his methods to the wants of his age, does not merit success; neither can he reasonably expect to secure it to any large degree.

One of the most important innovations in modern business is advertising. By a very few it is still regarded with some aversion; but the large majority of intelligent purchasers realize their indebtedness to advertising for much of the valuable information which they possess about the qualities, varieties and special features of the goods which they purchase. They regard advertisements as so many speeches made to them in which the merits or distinctive points of the article are more concisely and intelligently presented than is frequently done by salespeople, and if they feel the need of such an article they naturally ask their dealer to show it. Instead of regarding advertising as suggestive of questionable quality, they are more inclined to entertain confidence in their merit, acting upon the common-sense principle that if the article were not meritorious it would not pay to advertise it.

It is true that exaggerations and misrepresentations are sometimes made in advertising, just as they are employed by some salespeople, and by some of all classes. The question of veracity cannot be determined by the method employed to describe the goods, but only by the character and principles of the individual, and there are hosts of honorable advertisers, the number of which is daily increasing, who would no more think of misrepresenting in their advertisement than they would in their own office or sales-room.

It pays consumers to read the announcements of responsible and honorable firms for the sake of the business information they gain, just as it pays them to read the other part of the magazine for a different kind of information.—*Table Talk.*

THE time to advertise is all the time.

A GREAT many business men who advertise, measure the value of the advertisement by the direct returns they get from it, and after a short trial withdraw it from their trade journal, on the ground that it does not pay. This is, no doubt, true of the retailer who wants to reach the consumer, but it is in no sense true of the manufacturer. The indirect benefits derived from keeping the name before the trade are out of all proportion to the direct returns received, and the most successful advertisers are those who keep themselves so constantly before the trade that their names become as familiar as a household word. The manufacturer who does not let his trade know what he has for sale and where it can be found, will soon find himself out of the race, and his wide-awake advertising competitor takes the cream of the business.—*Commercial Reporter.*

CURIOUS ADVERTISEMENTS.

Advertisements are not, in a general way, entertaining reading, yet, even outside of the agony column, they often pique our curiosity and afford matter for speculation. If some advertisers vex our minds by propounding unsovable riddles, others amuse us by ingeniously contriving to say what they do not mean. No honestly intending tradesman could possibly desire "a sleepy partner in a respectable ready-money business;" nor can anybody require "an experienced nurse to take care of a young child between thirty and thirty-five years old, of unexceptionable character." The owner of a bath chair may perhaps be warranted in describing it as "capable of holding two persons in good condition;" but that a mail phaeton was ever "the property of a gentleman with a moveable head as good as new" is more than we can credit. A certain excellent young horse that "would suit any timid lady or gentleman with a long silver tail" must assuredly hail from the stable of the Dublin horse-dealer who is open to an offer for "a splendid gray horse, calculated for a charger, or would carry a lady with a switch tail." A feminine switch would hardly be worth so much in a certain city, where we read, "Ladies will be sold as low as seven shillings a pair." The sex would seem to be at a discount in that place.—*Printers' Circular.*

BARGAIN DAY.

Our papers have broadsides of the most tempting wares, the result of which is that every one possessing a hoarded dime rushes to deposit it on the altar of bargain. There is no resisting the temptation to buy, and the rich as well as those of moderate means avail themselves of every opportunity to turn a penny. Those having money, who can invest with an eye to the future, are sure to be earliest on hand next day after the advertisement appears, and coupes and carriages are seen at the stores almost before the shop girls get in their places. This is affirmed by the dealers themselves, who find them their best customers. By coming early they avoid the rush that ensues an hour later, after the dishes are cleared away. That rush is tremendous—heated, crowded and crushing. The waiting shop girls, subject very often to impertinence and abuse, try with all their might to meet demands, but perhaps fail before an autocratic servant girl demanding a two-cent handkerchief. The sight of a store full of bargain-seekers should be seen to be appreciated. On a recent occasion, succeeding a gush of advertising, one day's sales in a prominent store, amounted to nearly \$100,000, for the most part from small articles, one steady avalanche of buyers rushing upon the counters for the entire day, to the utter exhaustion of the tenders. Advertising does it.—*Boston Correspondence, Hartford Post.*

HOW TO ESTIMATE NEWS-PAPER CIRCULATIONS.

The approximate circulation of a daily newspaper is one of the easiest things in the world to estimate, if you only know how. With a knowledge of the field and the circulation methods, a few questions judiciously put to the newsboys will tell you the whole story. They are sharp youngsters, these newsboys. A half penny and a few questions will elicit more information from a newsboy concerning the circulation of a newspaper than an hour's interview with the affidavit editor.

A half a dozen boys in various sections of the city will enable one to make a pretty accurate guess as to the circulation of a paper. Supplement this information by chats with the larger deal-

ers, who have shops and serve papers at the houses, and your work is completed.

In a strange city, where one is not familiar with circulation methods, a system of comparison is advisable. If the general verdict of the newsboys is that they sell ten *Gazettes* and only three *Journals*, you know that the circulation of the *Journal* is about one-third as great as that of the *Gazette*, and if the *Gazette* claims one hundred thousand, it is safe to credit the *Journal* with upwards of forty thousand actual sales. This is not the only method I have employed in gathering information concerning the circulation of newspapers, but it is one that is simple and moderately correct.—*Allan Forman, in the Journalist.*

THE NEW EDITION OF THE AMERICAN NEWSPAPER DIRECTORY.

A PHILADELPHIA OPINION.

It has always been known to us as the most reliable hand-book in the country.

H. O. WILBUR & SONS.

AN INDISPENSABLE OFFICE FIXTURE.

Under the heading of "Wanted to Purchase," the following appears in the *Sunday Press*:

OFFICE partition with glass top, cashier's desk, chairs, safe. Rowell's 1889 Newspaper Directory; state lowest cash prices, etc. Immediate, Press office.

A UTICA OPINION.

Next to our "Library of Dental Hygiene," we know of nothing on which we are more dependent than on the above publication.

CHAS. L. BARTLETT, Manager,
The Horsey Mfg. Co., Utica, N. Y., April 20, '89.

A BOSTON OPINION.

We could not transact business without it.
SETH W. FOWLE & SONS,
Boston, Mass., April 20, 1889.

A PITTSBURGH OPINION.

This book we keep before us on our desk as a ready reference, and we would not like to be without it.

M. L. MYERS,
Surviving Partner, per C. S. Frisbee.

A BUFFALO OPINION.

We should hardly know how to keep house without the American Newspaper Directory.

DR. R. V. PIERCE,
Presid't Worlds' Dispensary, Med. Ass'n,
Buffalo, N. Y., April 22, 1889.

Please send us the handy binder for PRINTERS' INK. We find so many valuable hints and suggestions in your little paper that we wish to preserve it for reference.—PERKINS MANUFACTURING CO., Augusta, Ga., April 20, 1889.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

CHAS. L. BENJAMIN,

EDITOR.

GEO. P. ROWELL & CO.,

PUBLISHERS.

PRINTERS' INK is issued on the first and fifteenth of each month. Terms, post-paid, One Dollar a year, in advance; single copies, Five Cents.

ADVERTISING RATES:

25	Cents a Line.
25	Dollars a Page.
15	" " $\frac{1}{2}$ "
10	" " $\frac{1}{4}$ "

Office: No. 10 Spruce St., New York.

NEW YORK, MAY 1, 1889.

NEW ADVERTISEMENTS.

AGE-HERALD, BIRMINGHAM, ALA.
AMERICAN RURAL HOME, ROCHESTER, N. Y.
ARGUS, MIDDLETOWN, N. Y.
CARBONDALE LEADER, CARBONDALE, PA.
CARPETS CLEANED.
CONSUMPTION IS CURABLE.
FOR SALE—COUNTRY WEEKLY.
INDIANA DAILY.
KANSAS NEWSPAPER.

FULLER'S LISTS.

GERMAN PRINTING AND PUBLISHING ASSOCIATION.
HOME CIRCLE, ST. LOUIS, MO.
MERCURY, MIDDLETOWN, N. Y.
ORANGE COUNTY DAIRYMAN, MIDDLETOWN, N. Y.
PIONEER, AROOSTOOK, ME.
PIONEER, MANDAN, NORTH DAKOTA.
PRESS ENGRAVING COMPANY.
RELIGIOUS PRESS ASSOCIATION.
RICHFIELD NEWS, RICHFIELD, N. Y.
SPRINGFIELD GAZETTE, SPRINGFIELD, O.
STAR, GODERICH, ONTARIO.
TELEGRAPH, FAIRBURN, O.
THE VOICE, NEW YORK.
WANTED—A PRESS.

THE month of May ushers in a class of advertising of which PRINTERS' INK has had nothing to say heretofore, namely, the advertising of schools and colleges. As vacation approaches these institutions bestir themselves, and preparations are made toward repopulating in the fall the class rooms that will soon be vacant. As in almost all other cases the principals of schools and colleges find in newspaper advertising the best and cheapest means of informing the public of the advantages of their respective establishments. Parents are now contemplating the educating of their children, and those that are in doubt as to what school or college to send their offspring naturally

turn to the advertising columns of reputable papers for assistance. Those who anticipate this will make sure that their advertisement is the first that the eager eyes rest upon. The result will be seen in September and October when well-filled schools and crowded colleges will be another evidence that advertising pays.

Mr. Lafargue, of Louisiana, said that not long ago he received a circular, issued by Geo. P. Rowell & Co., of New York, in which he saw several notices, advertising that for so much money they would publish in so many papers, South or North or West or East, one or two inches of advertising, the amount stated for one year not being equal to the local rates of a newspaper for one month. By that means the newspapers of the country, indorsing that action of that advertising agency, had a tendency to cripple the newspaper business.—*National Editorial Journalist.*

WHAT Messrs. Geo. P. Rowell & Co. advertised was, in intent and effect, that "many papers" were short of local advertising patronage; were desirous of supplying the deficiency, so far as they could, by getting in foreign advertising, and were willing to make a good round concession to the advertiser, and pay a remunerative commission to the agent that would find him, as a means of securing what they wanted. If it has "a tendency to cripple the newspaper business" to put a small something in the place of a big nothing at all, that particular "business" differs in character and method from every other known business since the fall of Adam compelled the human race to toil and strive for its daily bread. If Mr. Lafargue will devise a means of giving all the newspapers that want advertising all the advertising they want, at their own rates, he and his colleagues can throw fourteen per cent off from the fifteen per cent that they are willing to allow to advertising agents, and settle the much-mooted question of "the relations of the advertising agent to the publishers" according to their own taste and judgment, and at the same time ring up the curtain upon the millenium. Meanwhile, the agent must get the lowest rates.

AN ANXIOUS INQUIRER.

To the Editor of PRINTERS' INK:

SIR—I have become the publisher of a four-page, thirty-two column weekly in a large town, having a fair circulation among a class of readers exceptionally intelligent and possessed of good incomes. The advertising value of the paper is appreciated by the local trade, but owing to negligent management, the rates are without uniformity or stability, and the appearance of the paper is marred by double and triple column "ads" in job type, and some of the advertisers have provided themselves with cuts of commensurate size, which they are not likely to abandon or reduce without resistance. I am desirous not to offend or drive off any of these patrons, particularly as the paper is subjected to severe competition, but I do wish to bring the rates of local advertising to something like an equitable basis, and to get rid of broken columns and job type. Any suggestions on these points will be highly appreciated. I enclose my business card—the paper you will of course find on file with Messrs. George P. Rowell & Co., your publishers.

Respectfully and sincerely, X. Y. Z.
April 17, 1889.

We have examined the files of the paper referred to by our correspondent, and agree with his objections to broken columns and job type. It is evident, from the space occupied and the type used in these disfiguring "ads," that the object of the advertisers is to command attention by the size of their displays. Intent upon this, they have paid very little regard to the composition of their advertisements, which are, indeed, a poverty-stricken lot in respect to their literary merit and effectiveness. Although our correspondent does not say so, we suspect that rates have been very low, or terms exceedingly accommodating, to induce such prodigality of space with so little discretion in the use of it. We doubt not, too, that some among these broadside advertisers are of that numerous class who advertise from force of habit or precept, without stopping to think, or taking the trouble to ascertain the difference between advertising, pure and simple, and judicious advertising. With regard to a considerable number of these "ads," we cannot believe that they have been of even so much service as the store-signs of their proprietors.

Having regard to our correspondent's wish to do nothing rashly or too sweepingly, we advise that he begin by reconstructing the phraseology of the most unsightly of the three-deckers, so as to convert it from a mere signboard into a genuine advertisement, after which let it be reset, as a single column "ad," in clear, attractive type, with reasonable display and liberal up-

per and lower spaces—care being taken that the new arrangement shall be the equivalent of the old one in rate value—and then let a nice proof of the substitute advertisement be submitted to the advertiser, with the necessary explanations and arguments, and our word for it the experiment will be crowned with success, if properly carried out.

For the assistance of our correspondent in reforming the advertising style of his paper, we furnish a list of articles that have appeared in PRINTERS' INK, to which we direct his attention, and the attention of other readers for whom the subject may possess an interest:

- "How to Write Advertisements," No. 2, page 46.
- "The Power of Words," No. 3, page 72.
- "Practical Advertising," No. 5, page 123.
- "A Short Essay on Composition," No. 9, page 219.
- "A Well-Constructed Advertisement," No. 10, page 242.
- "Wording an Advertisement," No. 11, page 278.
- "A Good Advertisement," No. 11, page 279.
- "Brains as a Factor of Advertising," No. 12, page 305.
- "Hints on the Construction of Advertisements," No. 14, page 356.
- "A Logical Advertisement," No. 16, page 393.
- "Unappropriate Display," No. 18, page 441.
- "Display," No. 19, page 468.

Upon the subject of a restoration of uniformity and stability of rates, we do not see that we can add anything useful to what has been so fully and carefully said in the article entitled: "The Question of Rate-Cards for Small Newspapers," in No. 13, page 323, of this journal. At all events, we shall content ourselves with referring to that article for the present, and awaiting any specific questions that may be asked after our correspondent has considered it with reference to his own case.—
[Ed. PRINTERS' INK.]

THE newspapers are crediting John Wanamaker with lots of paragraphs about advertising that he never dreamed of saying.

NEWS AND NOTES.

Offers have been made to the Ministers of Education for New South Wales, Victoria and South Australia, of £6,000 each, for one year, for advertising on the backs of postage stamps, the advertisement to be printed on each stamp previous to the gum being put on. The offers were to be jointly considered by the Ministers.—*Stationer and Printer.*

Fred J. Grant, 46 Tribune Building, is the recently appointed Eastern agent of the Pittsburgh *Dispatch* and Detroit *Tribune*.

We are assured by the publisher, Mr. Joseph W. Kay, that *Home and Country* is a continuation of the *Grand Army Review*, carrying with it a circulation exceeding 10,000.

The Demorest Fashion and Sewing Machine Co. asked E. C. Allen recently why he continued to advertise his "Special" and "Giant List" when he was obliged to omit over \$1,000 worth of advertisements for lack of space, to which question Mr. Allen made the following pertinent reply:

When any factory with which you may have been connected, or any other business in which you were interested, was running full, and was overcrowded with orders, what did you do? Did you stop showing your goods, allowing the rising generation to go elsewhere, without the least knowledge that you and yours were on earth, or did you keep your show windows open, prepare to enlarge your facilities, and elevate your prices? Whatever may have been your policy, we propose to keep all advertisers informed in relation to every matter of interest in connection with Allen's Lists; and the great overflow which has rolled in upon us, and which is monthly growing larger and larger, will be taken care of by enlarging our periodicals, and increasing our advertising rates.

Other advertisers than the Demorest Fashion and Sewing Machine Co. may profit by this advice.

On April 1 the advertising rates of the weekly edition of the St. Louis *Globe-Democrat* were reduced from sixty-five to sixty cents per line, and the commission allowed to advertising agents increased from fifteen to twenty-five per cent.

The reduction of the subscription price of John B. Alden's *Literature* from one dollar to fifty cents a year served but to prolong the life of that publication a few weeks. It has now suspended publication, with no prospects of resumption.

A. Frank Richardson, the well-known special advertising agent, is seriously ill.

The regular average edition of the semi-weekly issue of the Rome (N. Y.) *Sentinel* is over 2,000 copies, in fact nearly 2,200 copies, and that Newspaper Directory which says that it is not, is in error.

The Philadelphia *Press* submits to PRINTERS' INK a statement that the real estate advertisements in their Sunday issue of April 14, filled ten columns, a gain of one hundred per cent. in a little over one month. "That's pretty good; what next?"

All of the New York daily papers except the *Star* have advanced the price of the Sunday editions of their papers to five cents. The newsdealers, who do not share in the additional profits and are naturally dissatisfied, say that this advance in the price of the Sunday papers is a preliminary measure for advancing the price of the daily editions in the near future.

A St. Louis advertising agency is sending to publishers the following circular:

We find we can use several copies of Geo. P. Rowell & Co.'s 1889 Directory to advantage, and write to ask if you can make the copy you have available.

Should you be willing to dispose of it for a consideration of \$1.00 we would be pleased to have your acknowledgments to that effect.

We inclose postal for reply, and trust to hear from you.

Very respectfully,
NELSON CHESMAN & CO.

Publishers will treat this proposition with the same scorn that they would an offer to insert a ten-dollar advertisement for two dollars and a half.

Judge is getting settled in its new up-town home at the corner of West Sixteenth street and Fifth avenue. Frank Leslie will share the building with them.

Howard Challen, publisher of labor-saving books for newspaper publishers, advertisers and others, has removed from Nassau street to the Rowell Building, 10 Spruce street, New York.

AN OFFICE TO LET IN THE
Rowell Building, No. 10 Spruce street, up two flights from street. Size, 8 by 12 1-2 feet. Rent \$150 per year, including steam heat. Apply to GEO. F. ROWELL & CO.

IT will pay you to have your Office Carpets cleaned at our works. T. J. Stewart, 1554 B'way, N. Y., Erie and 5th Sts., J. C. Tel. call 376, 39th St., N. Y., 155, J. C.

COMPLETE Newspaper and Job Office
FOR SALE.—Long-established, well located, independent, official paper, in growing county seat, at a great bargain if sold soon. Address "Central Kansas," care Printers' Ink.

FOR SALE, ON THE MOST FAVORABLE terms, to a party meaning business, the plant of a well-equipped, firmly established COUNTRY WEEKLY and JOB OFFICE. Apply "P., care of P. O. Box 672, New York.

WANTED—A PRESS. Double Cylinder, second-hand, to print a sheet 36x48; must be in good order. Address, with lowest cash price, "Double Cylinder," care PRINTERS' INK.

THE ORANGE COUNTY DAIRY-MAN, Middletown, N. Y., reaches the wealthiest agricultural class in the United States.

THE DAILY ARGUS, Middletown, Orange County, N. Y., is the brightest, most progressive and best edited paper in the city, and has the largest advertising patronage, both local and foreign.

A ROOSTOOK PIONEER, Houlton, Maine; established 1837; oldest paper in the county; largest bona fide circulation; best advertising medium; size 27x41; four pages. Terms: \$1 per year, in advance. Advertising rates reasonable, and one price to all.

Painesville (Ohio) Telegraph.
ESTABLISHED IN 1822.

Largest paper in county. Printed entirely at home. Circulation more than double that of any other paper published in the county. RATES REASONABLE.

J. F. SCOFIELD,
Proprietor.

SPRINGFIELD GAZETTE, Daily and Weekly, oldest existing paper in Springfield, O. Under one management since the first issue. The GAZETTE is the People's Paper, and is always popular with the masses. As an Advertising Medium, the GAZETTE has quality as well as quantity.

T. E. HARWOOD,
Publisher and Proprietor.

STOCK CUTS.



Electrotypes

Of Wood and Photo. Engravings, at nominal prices, for Illustrating Newspapers, Magazines, Juvenile Publications, Books, Circulars, Advertisements, Pamphlets, etc.

No Catalogues.

Proofs sent on application, when the subject and size wanted are given.

THE PRESS ENGRAVING CO.,
88 & 90 CENTRE STREET, NEW YORK.

Secure your space in THE SARATOGA NEWS.

AGENTS WANTED to Canvass for Advertising Patronage. A small amount of work done with tact and intelligence may produce a considerable income. Agents earn several hundred dollars in commissions in a single season and incur no personal responsibility. Enquire at the nearest newspaper office and learn that ours is the best known and best equipped establishment for placing advertisements in newspapers and conveying to advertisers the information which they require in order to make their investments wisely and profitably. Men of good address, or women, if well informed and practical, may obtain authority to solicit advertising patronage for us. Apply by letter to GEO. P. ROWELL & Co., Newspaper Advertising Bureau, 10 Spruce St., New York, and full particulars will be sent by return mail.

ONE OF THE FEW CHANCES
IN A LIFE TIME.

\$5,000 CASH

Will buy a half interest in a

Republican Daily and Weekly
and Job Printing Business.

Established over 17 years.

Flourishing Indiana city (county seat), located in an agricultural district, unsurpassed; 8,000 population; waterworks, electric light, gas, four railroads, large manufactories.

A GOOD EDITORIAL WRITER PREFERRED. References required and given. Only those meaning business need answer.

For particulars address "Newspaper," care P. O. Box 672, New York.

Consumption is Curable,

according to the most recent experiments, based on the discoveries of Professor R. Koch, by employing the apparatus for the Inhalation of Hot Air can be used without inconvenience to daily occupation, twice a day, each time for the space of half an hour. After 14 days' use: no more asthma, no more cough, no more spitting. The apparatus with instructions for use, in exact accordance with medical prescription, sent on receipt of Five Dollars by A. Foltz, Dortmund, Germany. Prospectus gratis and post free.

BIND YOUR COPIES

OF

PRINTERS' INK.



A Handy Binder for PRINTERS' INK may be obtained for five two-cent stamps. It holds the numbers for an entire year in a compact and convenient form.

Copies are easily inserted or removed.

Address the Publishers,

GEO. P. ROWELL & Co.,
10 Spruce Street, N. Y.

Secure your space in THE RICHFIELD NEWS.

A WISE ADVERTISER Advertiser where and when he can reach those he wishes to interest. If you have something to sell to **people who can appreciate a good thing and afford to buy it**, you can reach this class most effectively by advertising in **THE RICHFIELD NEWS, THE SARATOGA NEWS, THE THOUSAND ISLANDS NEWS, THE ST. AUGUSTINE NEWS.** Address, F. G. Barry, Utica, N. Y.

THE NEW YORK PRESS: Daily, Weekly and Sunday: The PRESS was first published December 1, 1887. Circulation February 1, 1888, 26,550. Circulation June 1, 45,044. Circulation August 1, 66,482. Circulation September 1, 76,480. Circulation October 1, 90,970. Circulation October 27, 100,064. Circulation November 7, 254,846. Advertisers should observe and use the New York PRESS.

The Semi-Weekly Mercury,

MIDDLETOWN, ORANGE CO., N. Y., Reaches **10,000** readers in SULLIVAN, ORANGE and ROCKLAND COUNTIES, and has the best constituency for the advertising public to reach in the country, for they have the money to buy your wares.

THERE is no more prosperous or more widely-read paper in Dakota than the MANDAN PIONEER. The Weekly is the largest paper in Dakota, and because of its excellence, and its low price of a dollar a year, its circulation is increasing, as is that of no other paper in the territory. The daily reaches a wide range of readers who take it for its abundance of local news. Advertisers should see the various editions of this paper.

Address THE PIONEER, Mandan, North Dakota.

THE HOME CIRCLE,

ST. LOUIS, MO.

Unquestionably one of the best paying mediums in the United States, patronized by the most **EXPERIENCED ADVERTISERS.** You **ARE LOSING MONEY** every time we go to press without your ad.

Rate, 40 cents per agent line.

THE HOME CIRCLE,

314 OLIVE STREET,
St. Louis

THE CARBONDALE LEADER.

Published Every Afternoon.

Circulates among the best class of people in "The Anthracite City" (15,000 population), and generally throughout the Lackawanna Coal Regions of Pennsylvania.

A guaranteed circulation **fully double** that of any other paper in its territory.

It will pay advertisers making up their lists for Pennsylvania to include this paper. It is **the only daily** published within a radius of forty miles (except in one direction), so that it has a field distinctly its own.

LOW BUT FIXED PRICES.



PUBLISHERS wishing **BICYCLES**, by writing to A. W. Gump & Co., Dayton, Ohio, can make arrangements to pay part of the amount in advertising. Largest stock of new and second-hand bicycles in America. Mention this paper.

IT MEANS

"GOLD"



TO THE ADVERTISER.

THE SAN FRANCISCO

Evening Bulletin

ESTABLISHED 1853.

Circulation Daily 17,000, Weekly 20,000

The leading *Evening Journal* in circulation and influence of California.

THE EVENING BULLETIN

is the *only California paper* receiving in Rowell's Directory the "Bull's Eye" (☉) mark. Its special "golden" value is thus indicated. How much this distinction means will be better appreciated when it is noted that but one Chicago paper, and but two of the thirty-six New York City dailies quoted are accorded this mark. To reach the wealthy, the business class and the masses, advertise in

THE EVENING BULLETIN.

New York Office, - - - 90 Potter Building

FOR NEWSPAPERS

AND PERIODICALS.



Advertising Record,

to enter items and other data of every "ad." received for quick reference and to avoid errors.

Subscription Record,

to enter subscriptions by

first letter and first

vowel. One entry will

do for four years.



FOR ADVERTISERS.



3,000 Advertisers use and re-order **Challen's Record of Contracts**, and say it saves many times its cost. To large advertisers it is indispensable.

Prices of each: Flexible, 32 pages, \$1.00; Half Roan, 100 pp, \$2.00; 200 pp, \$3.00; 300 pp, \$4.00; 400 pp, \$5.00.

CHALLEN, Spruce St., N. Y.

COLORING INKS for Type-writer Circulars.—We manufacture **Inks** for this special purpose—purple, blue, or any specified shade—in cans from one pound upwards. Price, \$1.50 a pound. Address W. D. WILSON PRINTING INK CO. (Limited), 140 William St., New York.

WITH DICK'S MAILER, in 10 hours, each of six Experts, unaided, fits for the mail-bags **20,000** *Inter-Oceans*, 3 a second have been stamped. Undying list "Rights" are one cent for every address in weekly average; a mailer, \$10.25. *No agents.* Get your *send off* by writing to inventor, **REV. ROBT. DICK, Buffalo, N. Y.**

New England Newspapers.

For a check for **\$135** we will insert a one-inch advertisement one month in our New England Select Local List, consisting of 26 Dailies and 123 Weeklies. Orders are sent to one-half the papers on the 1st of every month and the remainder on the 15th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce Street, New York.**

Middle States Newspapers.

For a check for **\$180** we will insert a one-inch advertisement one month in our Middle States Select Local List, consisting of 65 Dailies and 173 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.**

Southern Newspapers.

For a check for **\$135** we will insert a one-inch advertisement one month in our Southern Select Local List, consisting of 40 Dailies and 87 Weeklies. Orders are sent to one-half the papers on the 13th of every month and the remainder on the 27th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., N. Y.**

Western Newspapers.

For a check for **\$275** we will insert a one-inch advertisement one month in our Western Select Local List, consisting of 112 Dailies and 247 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.**

Canada Newspapers.

For a check for **\$50** we will insert a one-inch advertisement one month in our Canadian Select Local List, consisting of 15 Dailies and 47 Weeklies. Orders are sent to one-half the papers the 11th of every month and the remainder on the 25th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.**



The Star,

PUBLISHED AT

GODERICH, ONT., CAN.,

Every Friday Morning.

ABOUT CIRCULATION.

We have just this to say about ours:

We do not present to advertisers a big circulation figure, made up largely of sample copies, exchanges, dead-heads and such like; but give you the figures as quoted in Geo. P. Rowell & Co's Newspaper Directory, and these comprise an intelligent class of readers. We only exchange with such papers as are of use to us.

We aim and claim to publish a paper that is **Clean in Its tone,**

Reliable in Its information,

and in every way a paper that is taken because it is wanted, and because it caters to the wants of its own particular neighborhood.

NOW, ABOUT ADVERTISING:

We are desirous of securing only advertising of a clean character, and from houses of good standing.

We shall take pleasure in forwarding sample copies and estimates to contemplating advertisers.

The present management of **THE STAR**, since assuming control of the paper in 1880, has done an unbroken and highly satisfactory business with Geo. P. Rowell & Co., 10 Spruce St., New York, to whom we refer advertisers as to our statements made above.

JAS. MITCHELL,

EDITOR AND PUBLISHER.



The German Printing and Publishing Association,

OF

ST. LOUIS, MO.,

PUBLISHES

HEROLD DES GLAUBENS,

(HERALD OF FAITH).

Catholic German weekly, established 1850. Present circulation is over 17,500, 6,200 in the city, balance mostly in the surrounding States, and is constantly increasing. Its chief director is Very Rev. H. Muehlsiepen, for almost a quarter of a century the Vicar-General and trusted friend of the Ven. Archbishop Kenrick, of St. Louis. Its staff of editors—clergymen and laymen; its business department—under the direction of successful businessmen. The Catholic German population of this region is a prosperous, thrifty class, whose custom is courted by every merchant. Advertising rates very reasonable.

SPECIAL ADVERTISING AGENTS:

LORD & THOMAS, Chicago; CHAS. MEYEN & CO., New York.

LANDWIRTH,

(THE FARMER). PRACTICAL ADVISER FOR FIELD AND FIRESIDE.

There are over 300 agricultural papers published in the United States in the English language, and only one or two in German, although the German farmers are numerous as well as prosperous. This led us to the conviction that there is a great field open for a new agricultural German paper, and our calculation proved correct, more than 10,000 subscribers having been secured before even a single issue was printed. The paper is a monthly, published at 50 cents a year. We have advertised liberally in almost every German paper in America, and the response was simply great. Of each of the May, June and July issues at least 30,000 copies will be printed, to be used partly as sample copies. Advertisers who have something of merit for the farmer trade will do well to use this paper. Rate for 1—6 months 6 cents; 7 and more months, 5 cents; reading notices, 25 cents per line; advertisements received direct or through any *responsible Agent*.

FAMILIENFREUND,

(THE FAMILY FRIEND).

An annual, one copy of which is presented to each subscriber to the HEROLD DES GLAUBENS as premium, and about 15,000 sold by the trade at 25 cents per copy, making a total of over 30,000 copies. The most elaborate Almanac published in the United States, 160 pages original reading matter, written expressly for this publication, and about 80 fine illustrations. A few choice advertisements will be accepted until June 1, for next years' issue. Page 5x8, \$18; 1-2 page, \$10; 1-4 page \$7.50; 1-8 page, \$5.

ADVERTISERS who have used these publications before will use them again. Those who have not are invited to give us a trial.

German Printing & Publishing Ass'n,

309 CONVENT ST., ST. LOUIS, MO.

L. BLANKEMEIER, - - - Manager.



THE PEDDLER.

Confidence of the buyer and a convenient season are against the door-to-door salesman. You look upon him and the article he offers with suspicion, and his call is at an inconvenient time. It seems like desperate means to make a sale to have anything forced upon you with so much volubility. You remember that the best things were not pushed that way. You know the best houses do not strive for success in that direction.

THE NEWSPAPER.

You have read it for years. It enjoys the confidence you give to an old friend. It has all seasons for its own and speaks to you in your home, and on the train, and in your office. It waits until you are ready to talk, and then tells its story. You see on all sides evidences of success achieved and fortunes made by bright, persistent and thoughtful newspaper advertising. If your business will stand pushing—and most business will—similar success is at your command.

Will You Travel the Road to Success?



PART of their way to fortune for many successful advertisers has been over this stretch of the

ROAD TO SUCCESS:

They had an article which appealed to householders. They advertised it persistently in the papers of **THE RELIGIOUS PRESS ASSOCIATION, Philadelphia**, and by that means spoke to parents in over **240,000** homes of the different Protestant denominations. These people are provident, many of them rich, and all have money to supply their needs. They are the people who make trade good all the year round. Their needs cover the whole year, for they have homes to keep up, children to clothe, feed, doctor and educate. They have tastes to gratify in ways of both simple and luxurious living.

These are the Papers:

THE SUNDAY-SCHOOL TIMES.

Udenominational.

PHILADELPHIA.

THE PRESBYTERIAN.....*Presbyterian.*
THE LUTHERAN OBSERVER.....*Lutheran.*
THE NATIONAL BAPTIST.....*Baptist.*
THE CHRISTIAN STANDARD.....*Methodist.*
THE PRESBYTERIAN JOURNAL.....*Presbyterian.*
THE REFORMED CHURCH MESSENGER.

Reformed Church.

THE EPISCOPAL RECORDER.

Reformed Episcopal.

THE CHRISTIAN INSTRUCTOR.

United Presbyterian.

THE CHRISTIAN STATESMAN.....*Evangelist.*

THE LUTHERAN.....*Lutheran.*

THE CHRISTIAN RECORDER.

African Methodist.

BALTIMORE.

THE BALTIMORE BAPTIST.....*Baptist.*

THE EPISCOPAL METHODIST.....*Methodist.*

THE PRESBYTERIAN OBSERVER.....*Presbyterian.*

The advertising rate is low and fixed. We shall be glad to receive your request for fuller information, either for one, all or any selection of the papers above named.

The Religious

Press Association,

CHESTNUT AND TENTH STS.,

Philadelphia, Pa.

THE VOICE

Was started in September, 1884, without a subscriber. We find it now, in 1889, with over **80,000** paid-in-advance annual individual subscribers, and a total circulation of a good deal

Over 100,000 Copies Weekly.

"A live paper brings quick profit." Send for a sample copy; read an editorial or two; scan the news columns, and you will at once understand why

The People Who Take It Like It
so much, and are so intensely interested in its success.

Its readers are zealous and conscientious, and have implicit confidence in their paper. We do not knowingly insert any advertisement that will lessen this reliance. Nearly all general advertisers, who have been in for a year past have renewed their contracts for the coming year. Most of them, who have space contracts, used a great deal more than they originally contracted for.

THE VOICE is of eight pages, six columns wide, and twenty inches deep. It is handsomely printed, and proper care is taken of the advertisements. The advertising rate is fixed and fair, and is much lower than is usually obtained in papers circulating one hundred thousand copies.

FUNK & WAGNALLS, Publishers,

18 & 20 ASTOR PLACE, NEW YORK.

GEORGE BATTEN, - - - Advertising Manager.

The Homiletic Review.

Ninety-six pages, 6 by 9, and has as subscribers

Over Sixteen Thousand Clergymen

of all denominations—nearly one-third of all ministers in active service. Your advertisement in this publication is placed in the hands of the heads of sixteen thousand pastorates.

For sample copies, advertising rates, etc., in either or both these publications, address

FUNK & WAGNALLS, Publishers,

18 & 20 ASTOR PLACE, NEW YORK,

GEORGE BATTEN, Adv. Manager,

Or any responsible Advertising Agency.

Shrewd Advertisers

ALWAYS USE

Fuller's Special List.

IT IS READ BY

1,725,000 Persons Every Month.

FULLER'S SPECIAL LIST.

ADVANCE COURIER AND HOME COMPANION, Chicago, Ill., Monthly.

CHIMNEY CORNER, Chicago, Ill., Monthly.

LADIES' JOURNAL OF LITERATURE, Chicago, Ill., Monthly.

PEOPLE'S AID, Cincinnati, Ohio, Monthly.

FARMING WORLD, Chicago, Ill., Monthly.

FARMERS' FRIEND, South Bend, Ind., Semi-monthly.

The March Edition contained advertising to the amount of over **\$15,000.**

These papers reach an intellectual class of people. This kind of circulation pays and these papers pay.

The publishers take their own medicine—solicit advertising patronage, but advertise liberally themselves.

Circulation is bona fide. Constituency live and enterprising. Advertising in this list is the best and cheapest way to reach buyers.

Advertising rates reasonable. Furnished on application to

CHAS. H. FULLER,
69 Dearborn St., Chicago.

EASTERN OFFICE: 109 TIMES BUILDING, NEW YORK CITY.

HENRY DECKER, Eastern Representative.

. If you want to advertise in any paper in the United States, write and get our prices.

OUR ADVERTISERS' GUIDE to Leading Newspapers MAILED FREE.

AUG. 4, 1871:
FIRST HOUSE BUILT.

APRIL 1, 1889:
POPULATION, 50,000.

No fiction, but actual facts about

Birmingham, Ala.,

"THE MAGIC CITY OF THE SOUTH,"

AND

THE BIRMINGHAM AGE-HERALD

The Age Established 1877.

The Herald Established 1897.

Consolidated as Age-Herald Nov. 9, 1898.

The most widely read newspaper in Alabama, by long odds.

ABOUT seventeen years ago, a solitary frame house stood upon the site now occupied by the City of Birmingham, Alabama. Then began an era of growth, development and prosperity. In 1871, the total output of coal and iron was but a few hundred tons. In 1888, the total output of iron was 761,400 tons in Birmingham district alone. The total output of coal for 1888 was 3,600,000 tons. There are now twenty-seven furnaces (six not fully completed), four of which have a capacity of 800 tons a day. Taking all the furnaces, coal and iron mines, rolling mills and other industries, an army of 12,494 men are employed, at a total monthly pay-roll of \$1,217,000. The volume of business foots up to \$56,000,000 annually.

"This region of Alabama is in fact the only place on the American continent where it is possible to make iron in competition with the cheap iron of England."

—Address by Abram S. Hewitt.

The climate is remarkably salubrious, and the altitude ranges from 600 to 940 feet above the level of the sea. Avoiding the rigors of northern winters and the heats of the summer solstice, the "iron region" of Alabama is indeed a favored spot. The highways of traffic are rarely ever closed by the inclemencies of the weather, and the army of busy, open-air artisans find uninterrupted labor the year round.

"This is the coal and iron empire of the South, and the future coal and iron empire of the United States. It has a climate and soil adapted to the bountiful growth of everything grown in Pennsylvania, and with one-sixth of the entire cotton crop of the South added. It is the equal of Pennsylvania in forest, field and mine, with climate, natural highways, and cheapness of produce turning the scales in her favor. * * * They will not make Pennsylvania poor, * * * but they will make Alabama rich."—A. K. McClure, *Philadelphia Times*.

CIRCULATION, - - - Daily, 7,842 Copies.

(SINCE CONSOLIDATION.)

Sunday, 12,500

SWORN TO.

Weekly, 13,000

THE AGE-HERALD

The leading newspaper within the industrial regions of the South; owners of the Associated Press and United Press franchises, and the only morning paper at Birmingham. Has a territory exclusively its own and covers it completely. Outside of Birmingham, it goes daily to regular subscribers at 179 points throughout Alabama, Mississippi, Georgia and adjacent States. It is printed on a Hoe perfecting machine, has every modern appliance, and goes out on early morning trains in every direction. Six railroad lines center in Birmingham (with three more building), affording an enterprising newspaper unusual facilities for prompt and thorough distribution.

THE WEEKLY AGE-HERALD

is a mammoth twelve-page paper (\$1 a year), and with its Agricultural Department, is read by more farmers and planters, and is the favorite family newspaper around more firesides in the South than any publication in Alabama. It has a full paid-up subscription list **EXCEEDING 13,000.**

S. C. BECKWITH,

48 Tribune Building, New York.

509 "The Rookery," Chicago.

Sole Agent for the United States (State of Alabama excepted).

Advertisers Who Make Money,

do not leave half the Harvest to waste in the field.

ADVERTISERS who DO NOT MAKE MONEY do leave half the harvest to waste in the field.

General Advertisers who do not patronize the Gilt-edged
MAY and JUNE MONTHLIES,
 leave quite a per cent of the harvest to waste in the field.

GENERAL ADVERTISERS WHO PATRONIZE

ALLEN'S LISTS, FOR MAY AND JUNE

Will carry a Profitable Business FAR INTO THE SUMMER.

THREE HUNDRED GENERAL ADVERTISERS,

Among whom are the BRIGHTEST and SHREWDEST in AMERICA, believe that

ALLEN'S LISTS

give larger returns, for a given sum of money, than **any other** advertising mediums.

Guaranteed Circulation of Allen's Special List—Over 400,000 Each Month.

Guaranteed Circulation of Allen's Giant List—Over 400,000 Each Month.

Guaranteed Circulation of Both Lists—Over 800,000 Each Month.

Should the circulation of Allen's Lists run below the figures mentioned above, in any month, I will make a discount to each advertiser in exact proportion.

Affidavit of Circulation of all issues mailed to each Advertiser monthly

TERMS—Either List alone, \$2 per Agate line.

Both Lists, \$3.60 per Agate Line, each insertion.

DISCOUNTS—10 per cent. for 6 months; 20 per cent. for one year.

Forms close for May numbers (both Lists) April 18; forms close for June numbers (both Lists) May 18.

Advertisements are received from all Advertising Agents who are in good standing.

E. C. ALLEN, Proprietor of **Allen's Lists.**
Augusta, Maine.

SOMETHING YOU WANT ! — — —

— — — **NOTE IT WELL ! !**

DURING THE FOUR WEEKS IN MAY, THE

American Rural Home

Will circulate each and every week an edition of

300,000 COPIES !

Making a grand total circulation for the four weeks of


1,200,000

COPIES RESPECTIVELY, AS FOLLOWS :

May 4	300,000	May 18	300,000
May 11	300,000	May 25	300,000

These immense weekly editions include the regular paid-up subscription list of over 150,000 copies, and the extra copies (for which we make no charge), will be mailed, post paid, to a select list of names, all different, no duplicates, in the Western, Northwestern, Southern, and Pacific Coast States and Territories, collated solely with a view of securing them as new subscribers.

SEND IN YOUR ORDERS AT ONCE,

As there will be no extra charge for these monster editions, the

ADVERTISING RATES

remaining :

Regular Display, Agate Line	\$1.00
Reading, Solid Agate Line	1.50

A discount of 5 per cent. will be allowed from above rate on the four insertions in May; or 95c. per line for ordinary display, each insertion, to advertisers taking all four issues. This is something you should not fail to

TAKE ADVANTAGE OF !

A. FRANK RICHARDSON, REPRESENTATIVE.

14 Tribune Building, N. Y.

567 "The Rookery," Chicago.

Educational Advertising.

FROM now until the beginning of next term parents will be trying to decide to what educational institutions their children shall be sent. Some few may already have settled the question: thousands are eager for advice. The conditions are now favorable, and a well-written advertisement of a really good school or college could hardly fail to produce satisfactory results.

Educational advertisements are considered most desirable by the leading newspapers and periodicals. Many of these publications, which include the best advertising mediums for schools and colleges, allow a discount from regular rates of from ten to fifty per cent on this class of advertising.

We give particular attention to the advertising of schools and colleges, and an experience of twenty-four years has secured us every facility for doing this class of work expeditiously and successfully. We know the papers that give advertisers the best returns for their investment, and we are enabled to secure for our patrons best terms and discounts.

To experienced advertisers who know exactly how and where they wish to advertise, we offer our services, relieving them of the trouble of correspondence, the examinations of papers, etc., and faithfully following their instructions. To the inexperienced advertiser we say: "Send us the copy of your advertisement; tell us the amount you wish to expend and we will relieve you of all care, give you the benefit of our experience and secure you the best possible service for the amount you authorize us to expend.

Intending advertisers will find much desirable information and offers of veritable bargains in advertising in our pamphlet, entitled "Newspaper Advertising." Price thirty cents.

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.


"Estimates Free!"

"No Charge for Estimates!"

"Give Us a Chance to Estimate!"

**"Do not give out an Order until you
have had our Estimates!"**

Advertisers are so constantly plied with applications to the above effect from so-called Advertising Agents who have the time to spare, and want the experience which practice gives, that the impression prevails quite generally that all Advertising Agencies do business in the same way, which is not the case.

 For our customers we make all the estimates they want! and if they put us to the trouble of making a very large estimate and then decide not to do anything, we don't find any fault: but, after all,

There is no more expensive luxury for an advertiser to indulge in than to tie his Agent's hands by getting him to tell in advance exactly what he will do.

One of the most successful Advertisers we ever had always ordered his advertisements in this way, "Get the best service you can for me for \$5,000." He left every detail to us. We were thus enabled to say to a Publisher, if you put this in at a large reduction from your rate it will be no criterion for further transactions. It was a surprise to find ourselves so often able to contract for the insertion of that particular advertisement at half rates, in papers which would not permit us to OFFER their columns at a penny's deviation from their printed schedule. The advertising rates of one New York paper are double those of another which has twice the circulation of the first. Similar discrepancies are not uncommon. The advertisement intrusted to us to be placed in accordance with our judgment often does double service for half the money.

Address

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
10 Spruce St., N. Y.

\$50 IF YOU THINK OF EXPENDING fifty or one hundred dollars in advertising, send us a copy of your advertisement, and we will indicate for you, free of charge, what will be the best possible advertising investment for you to make.

It would be STILL BETTER to send a check along with the advertisement, and leave the selection of media and style of display to our judgment.

The Advertiser who sends his advertisement and the cash will often get from five to fifty per cent. more service for his money than he would had he required to be told in advance exactly what service would be given him. It is often possible to give TO-DAY a better service than could have been promised yesterday.

\$5,000. One of the most successful advertisers we ever had always ordered his advertisements in this way, "Get the best service you can for me for \$5,000." He left every detail to us. We were thus enabled to say to a publisher, if you put this in at a large reduction from your rate it will be no criterion for further transactions. It was a surprise to find ourselves so often able to contract for the insertion of that particular advertisement at half rates, in papers which would not permit us to OFFER their columns at a penny's deviation from their printed schedule. The advertising rates of one New York paper are double those of another which has twice the circulation of the first. Similar discrepancies are not uncommon. The advertisement intrusted to us to be placed in accordance with our judgment often does double service for half the money. A dollar for twenty-five cents. There is no more expensive luxury for an advertiser to indulge in than to tie his agents' hands by getting him to tell in advance exactly what he will do.

Send 30 cents for our large pamphlet. Address

GEO. P. ROWELL & Co's
 NEWSPAPER ADVERTISING BUREAU,
 10 Spruce Street, New York.



WE conduct a business establishment for the purpose of facilitating dealings in Newspaper Advertisements. We own and control various lists and combinations of Newspapers for which we solicit and receive advertisements in the capacity of principals, and not as brokers or agents. We also assume charge of the placing of advertising contracts, in cases where the advertiser entrusts the business to our management.

We try to conduct the business of our Newspaper Advertising Bureau in such a manner that every publisher shall be glad to receive our orders for advertising, at the lowest price which he is willing to accept from any one; and at the same time be willing to allow our patrons every concession which can under any circumstances be permitted in the matter of choice position or editorial mention.

GEO. P. ROWELL & CO.,
10 Spruce St., New York.

American Newspaper Directory

— FOR —

1889.

TWENTY-FIRST ANNUAL VOLUME.

FIFTEEN HUNDRED AND THIRTY-SIX PAGES.

PRICE, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the names of all papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable tables and classifications.

Sent to any address on receipt of price, by

GEO. P. ROWELL & CO., Publishers,

(Newspaper Advertising Bureau),

10 Spruce St., New York.

CIRCULATION RATINGS.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the *circulation* of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the *DIRECTORY* reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

"When an intelligent man wants to purchase, he buys from parties whose standing in their several callings is a guarantee for the quality of their wares. When the same man wishes to advertise, he goes to those who have made the business a study, and possess the requisite facilities for its transaction. He wants the best service which it is possible to procure, and goes to the place where it is most reasonable to expect that such service may be obtained."

In 1865 we organized a Bureau for the reception and forwarding of advertisements for all Newspapers, and for more than twenty years have conducted a business in placing contracts for Newspaper Advertising.

We have a more thoroughly perfected system, and better facilities for conducting the necessary negotiations with newspaper publishers, and watching the fulfillment of advertising contracts than has elsewhere been attempted.

We represent a choice selection of American periodical publications: the best daily and other Newspapers of the city of New York, and all other American cities; the leading and most influential Religious, Agricultural and other Newspapers devoted to the many and various classes, trades, sects or interests; and also such county journals of local circulation and influence as have peculiar merit, making them of value to a class of advertisers.

We receive and keep regularly on file nearly all of the Newspapers of every description which are issued throughout the land, whether daily, weekly, monthly or other.

We confine our transactions to Newspapers [periodicals], and do not accept or undertake the management of any other kind of advertising, such as in books, or by means of sign-boards or posters.

For those Advertisers who have a credit so well established as to make them safe customers, we secure the most important advantages. We can devote our energies to securing for them what is wanted and what ought to be had; without constantly contemplating a possible loss liable to sweep away, not only all commissions earned, but in addition, leave us responsible for heavy obligations to publishers. We seek the patronage of responsible advertisers who will pay when the work is done! and of experienced advertisers who will know when they are faithfully and intelligently served!

Address

GEO. P. ROWELL & CO.,

NEWSPAPER ADVERTISING BUREAU,

10 Spruce St., New York.

COMMENDATIONS.

THEY STAND ALONE.

The firm of Geo. P. Rowell & Co. is the only advertising agency in this or any other country that pays all bills on the day of receipt. In this way there is no accumulation of indebtedness. On every day every bill in the office is paid if it is correct. It takes a good deal of money to do business in this way, but it gives the agency a financial standing and reputation which make their orders eagerly sought by all newspaper publishers, and it is more than likely that Geo. P. Rowell & Co. on this account can place business to better advantage than their competitors.—*New Haven (Conn.) Union*, July 22, 1887.

The reason why the *Winsted Herald* copies the above is that it may say Amen to it.—*Winsted (Conn.) Herald*, July 29, 1887.

THEY HAVE NO RIVALS.—The advertising firm of George P. Rowell & Co. is noted for the promptness with which it pays bills. They have rightly earned the name of being the publishers' friend, and their standing with that faction has no rival.—*Kalamazoo (Mich.) Gazette*, August 11, 1887.

The prompt cash system gives the agency a financial standing and reputation which make their orders much sought after by newspaper publishers.—*Trenton (N. J.) Times*, Aug. 10, 1887.



Publishers all know us, and they know that we will not quibble, and that what we agree to pay we WILL pay—the very day the bill is received—provided the work has been correctly done.

Advertisers who expect to pay their bills—responsible advertisers—save money by placing their advertising in our hands. Correspondence on this subject solicited.

Address

GEO. P. ROWELL & CO.,

10 Spruce St., New York.

A FAVOR TO US.



We like to have our patrons make a practice of throwing into a drawer or pigeon-hole all the communications and proposals they receive on the subject of advertising, and from time to time send the same to us by mail or otherwise. We sometimes find valuable suggestions and information among papers and letters of this sort, which would not otherwise have been so directly brought to our notice, and we make the suggestion more freely, as such communications constitute a class of correspondence with which business men in general do not care to encumber their files.

Address

GEO. P. ROWELL & CO.,

Newspaper Advertising Bureau, 10 Spruce St., New York.

Gross Price	- - -	\$49.74
Deduct 50 per cent.	- - -	24.87
Net Price	- - -	\$24.87
Deduct 25 per Cent.	- - -	6.22
Cash Price	- - -	\$18.65

Send Check with Order.

We have a list of first-rate papers in the State of Maine which demand \$25.34 for inserting a one-inch advertisement, one month in all editions, daily and weekly, as catalogued; but by special contract we have been able to insert the same advertisement in the same papers for the same time for \$12.67, being one-half of the publisher's price.

We have an entirely distinct list of papers in the same State for which the publisher's price for inserting a one-inch advertisement one month is \$24.40, but for which we charge \$12.20.

For any person who will send an order for both combinations, accompanied by a check, we will make a further discount of 25 per cent., making the net price \$18.65, for advertising which at the publishers' schedule rate would cost \$49.74.

We have similar combinations for every State in the Union and in Canada, for which we will receive advertisements on the same terms.

We know from long experience, and the expenditure of thousands of dollars for advertising our own business, that these State Combinations bring more responses, attract more attention and pay better than any other advertising we can do, outside of a very small List of great newspapers, and these are not available for the uses of an advertiser whose wish is to confine his announcements within State lines.

A copy of the list will be sent free to any applicant. Ask for the "Select List of Local Newspapers."

Address

GEO. P. ROWELL & Co.,
Newspaper Advertising Bureau,
10 Spruce St., New York.



FOR THOSE ADVERTISERS who have a credit so well established as to make them safe customers, we secure the most important advantages. We can devote our energies to securing for them what is wanted and what ought to be had; without constantly contemplating a possible loss liable to sweep away, *not only all commissions earned, but in addition, leave us responsible for heavy obligations to publishers.* We seek the patronage of responsible advertisers who will pay when the work is done! and of experienced advertisers who will know when they are faithfully and intelligently served! Address,

GEO. P. ROWELL & Co.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

Miscellanies.

Kill the man who writes, "The reason is because." Or rather don't—that would depopulate the journalistic world.—*Judge*.

A telescope lens is now to be made that will measure sixty inches in diameter. By its aid it is hoped to be able to find the soul of the man who is mean enough to beat a country editor out of his subscription.—*Danville Breeze*.

Philadelphia editor: I understand you have bought a newspaper in the West. Is it a well-equipped office?

"Old friend (from the West): I should smile. There are seventeen Winchesters in the composing room and two Gatling guns at the head of the stairs.—*Philadelphia Record*.

Managing editor (at the banquet, replying to toast of "The Press." Extracts from his remarks): That noble engine of civilization, whose mighty throbs pulsate in unison with the onward march of enlightened progress—the guide, the educator of the masses—whose vast responsibilities, etc.

Managing editor (in the sanctum): Get up a column and a half about that dog fight to-night, send a man to interview Sullivan about his last spree, and if that article on the "Dandy Barkeepers of New York" isn't ready by three o'clock, there'll be trouble up there, and don't you forget it!—*Puck*.

Assistant to editor: Here is an old joke I just found back in the drawer. It's a dialogue between President Cleveland and Daniel. Might as well throw it away?

Editor: Mercy no, man! Change the names to President Harrison and Elijah and run it next week at the head of the funny column.—*Peck's Sun*.

The New York *World* publishes an article on "Books and Bookmakers." It requires a look at the sub-title to tell whether the *World* is going to dip into literature or horse racing.—*Peck's Sun*

The editor of a paper published on the Rio Grande says that the week previous he had three inches of water in his sanctum. That is more than he ever had in his stomach.—*Texas Siftings*.

Scrib: They say that an author's name is often worth more than his work. Successful author: Yes, I believe that is very true.

Scrib: Of course you always sign your name to your work, do you not?—*Time*.

"So you want a place on the staff?" inquired the editor of a comic paper. "Have you had any experience?"

"Not on a regular paper," replied the applicant; "but I have been cracking jokes all my life."

"Umph!" returned the editor. "Any references?"

"Nobody except Miss Giggle," he answered, with a blush; "she once said I was too funny for anything."

In that case, I guess you're too funny for us.—*Puck*.

The barber who shaves boys would make a good city editor. He learns to cut down.—*New Orleans Picayune*.

Quill (critic of the *Comet*): Did you see that fellow? He is the advance agent of a dramatic company, and he tried to bribe me. Think of it! Actually offered me money for a favorable notice.

Slasher (critic of the *Telephone*): Disgusting! Which way did he go?—*America*.

Editor: What compensation do you expect for your article?

Author: Regular rates.

Editor: All right. Thanks.—*Time*.

Assistant: Here is a horribly-spelled manuscript; shall I return it without reading?

Editor: Let me see it. Why, no; this is a dialect story. Have a check sent immediately.—*Vankee Blade*.

Editor (looking at joke): That's funny. Contributor: Yes, I thought so.

Editor: I don't mean that. It's funny that you should think such a thing as that funny!—*Puck*.

Affidavit editor: Dearest Mathilde, can you doubt the strength and sincerity of my love?

Mathilde—Swear it, Alonzo, swear it!

Affidavit editor (absent-mindedly): I swear—we have the largest circulation in the West, and it is rapidly increasing.—*America*.

He is a wise poet who knows his own poem after it has been copied half a dozen times in the newspapers.—*Harper's Magazine*.

Namby: Do you not feel some regrets at sending off a manuscript after you've worked at it for a long time?

Pamby (absent-mindedly): Oh, no; it always returns to me before a great while, you know.—*Vankee Blade*.

An Iowa editor writes: We have received a basket of fine grapes from our friend W., for which he will please accept our compliments, some of which are nearly two inches in diameter.—*Printers' Register*.

Witte: Do ideas always come at your command?

Nowitte: Oh, yes; my head seems literally crowded with ideas.

Witte: I presume you have in mind that old saying, "Two is company, three is a crowd."—*Vankee Blade*.

Editor: We can't accept this sketch: it isn't true to life—it represents a messenger boy running.

Artist: But he isn't carrying a message.

Editor: Isn't he?

Artist: No; he's running to a fire.

Editor: Well, that alters the case. Put in the fire and we'll accept it.—*Vankee Blade*.

The dying statesman raised himself in bed and looked appealingly around him. "I have only one request to make," he said, feebly. "See that no New York paper proposes a monument for me?"—*Chicago Tribune*.

